

CONTRACT



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

SHORR JOHNSON MAGNUS
1831 CHEST NUT STREET
PHILADELPHIA, PA 19103

Contract / Revision		Alt Order #
341798 /		
Product		
Political		
Contract Dates	Estimate #	
10/16/12 - 10/22/12		
Advertiser		Original Date / Revision
BOB CASEY FOR SENATE		10/15/12 / 10/17/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WCAU	Aaron Zeligson	Philadelphia NS
Special Handling		
Demographic		
RA35+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	
06431	28711	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Type	Spots	Amount																																							
								Week	Rate																																										
N 1	WCAU	10/16/12	10/19/12	6A-7A M-F LUR	6A-7A M-F	- TWTF--	:30	8	\$550.00	NM	8	\$4,400.00																																							
N 2	WCAU	10/16/12	10/19/12	7A-9A TODAY SHOW CDR	7A-9A M-F	- TWTF--	:30	8	\$950.00	NM	8	\$7,600.00																																							
N 3	WCAU	10/16/12	10/16/12	9-11P PRESIDENT.DEBATE 9P-11P LUR		- T-----	:30	1	\$4,500.00	NM	1	\$4,500.00																																							
N 4	WCAU	10/20/12	10/20/12	7A-9A SATURDAY CDR	7A-9A SA	-----S-	:30	1	\$650.00	NM	1	\$650.00																																							
N 5	WCAU	10/21/12	10/21/12	1135P-1205A SU FINAL CDR	1135P-1205A SUN	-----S	:30	1	\$1,600.00	NM	1	\$1,600.00																																							
<table border="1"> <tr> <th>Spot</th> <th>Ch</th> <th>Date Range</th> <th>Description</th> <th>Start/End Time</th> <th>Weekdays</th> <th>Length</th> <th>Rate</th> <th>Type</th> </tr> <tr> <td>1</td> <td>WCAU</td> <td>10/21/12-10/21/12</td> <td>1135P-1205A SU FINAL See MG 5.2 PREEMPT-PROGRAM CHANGE</td> <td>1135P-1205A SUN</td> <td>-----S</td> <td>:30</td> <td>\$1,600.00</td> <td>NM</td> </tr> <tr> <td>2</td> <td>WCAU</td> <td>10/21/12-10/21/12</td> <td>12-1235A SP FIN NONLOC</td> <td>12A-1235A</td> <td>-----S</td> <td>:30</td> <td>\$1,600.00</td> <td>NM</td> </tr> <tr> <td colspan="12"> (M) MG for 5.1 10/21 </td></tr> </table>													Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type	1	WCAU	10/21/12-10/21/12	1135P-1205A SU FINAL See MG 5.2 PREEMPT-PROGRAM CHANGE	1135P-1205A SUN	-----S	:30	\$1,600.00	NM	2	WCAU	10/21/12-10/21/12	12-1235A SP FIN NONLOC	12A-1235A	-----S	:30	\$1,600.00	NM	(M) MG for 5.1 10/21											
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type																																											
1	WCAU	10/21/12-10/21/12	1135P-1205A SU FINAL See MG 5.2 PREEMPT-PROGRAM CHANGE	1135P-1205A SUN	-----S	:30	\$1,600.00	NM																																											
2	WCAU	10/21/12-10/21/12	12-1235A SP FIN NONLOC	12A-1235A	-----S	:30	\$1,600.00	NM																																											
(M) MG for 5.1 10/21																																																			
N 6	WCAU	10/16/12	10/19/12	3P-4P M-F ELLEN LUR	3P-4P M-F	- TWTF--	:30	4	\$350.00	NM	4	\$1,400.00																																							
N 7	WCAU	10/16/12	10/19/12	4P-5P NBC10 NEWS LUR	4-5P M-F	- TWTF--	:30	4	\$400.00	NM	4	\$1,600.00																																							
N 8	WCAU	10/16/12	10/19/12	5-6P NBC10 NEWS @ 5 M-F 5-6P M-F LUR		- TWTF--	:30	4	\$475.00	NM	4	\$1,900.00																																							
N 9	WCAU	10/16/12	10/19/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	- TWTF--	:30	4	\$950.00	NM	4	\$3,800.00																																							
N 10	WCAU	10/20/12	10/20/12	6P-630P NEWS SAT CDR	6P-630P	-----S-	:30	1	\$950.00	NM	1	\$950.00																																							

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
341798 /	

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Political	

Advertiser	Original Date / Revision
BOB CASEY FOR SENAT	10/15/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Amount
	3	WCAU	10/20/12-10/20/12	6P-630P NEWS SAT	6P-630P	-----Sa--	:30		\$950.00	NM		
				See MG 10.4								
				PREEMPT-PROGRAM CHANGE								
	4	WCAU	10/21/12-10/21/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	:30		\$950.00	NM		
				(M) MG for 10.3 10/20								
N 11	WCAU	10/16/12	10/19/12	7P-730P M-F	7P-730P M-F	-TWTF--	:30	4	\$1,150.00	NM	4	\$4,600.00
				CDR								
N 12	WCAU	10/20/12	10/20/12	7-8P SAT ACCES/FOODIES 7-8P		-----S-	:30	1	\$475.00	NM	1	\$475.00
				CDR								
N 13	WCAU	10/16/12	10/19/12	11-1135P M-F LATE NEWS	11P-1135P	-TWTF--	:30	5	\$2,400.00	NM	5	\$12,000.00
				CDR								
N 14	WCAU	10/16/12	10/19/12	TONIGHT SHOW W/JAY LEM 1135P-107A		-TWTF--	:30	4	\$700.00	NM	4	\$2,800.00
				CDR								
N 15	WCAU	10/16/12	10/19/12	630-7p Nightly News	630-7p	-TWTF--	:30	4	\$1,200.00	NM	4	\$4,800.00
				LUR								
N 16	WCAU	10/22/12	10/22/12	6A-7A M-F	6A-7A M-F	M-----	:30	2	\$600.00	NM	2	\$1,200.00
				LUR								
N 17	WCAU	10/22/12	10/22/12	7A-9A TODAY SHOW	7A-9A M-F	M-----	:30	2	\$1,500.00	NM	2	\$3,000.00
				CDR								
N 18	WCAU	10/22/12	10/22/12	TONIGHT SHOW W/JAY LEM 1135P-107A		M-----	:30	1	\$750.00	NM	1	\$750.00
				CDR								
N 19	WCAU	10/22/12	10/22/12	3P-4P M-F ELLEN	3P-4P M-F	M-----	:30	1	\$450.00	NM	1	\$450.00
				LUR								
N 20	WCAU	10/22/12	10/22/12	4P-5P NBC10 NEWS	4-5P M-F	M-----	:30	1	\$650.00	NM	1	\$650.00
				CDR								
N 21	WCAU	10/22/12	10/22/12	5-6P NBC10 NEWS @ 5 M-15-6P M-F		M-----	:30	1	\$850.00	NM	1	\$850.00
				CDR								
N 22	WCAU	10/22/12	10/22/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	:30	1	\$1,150.00	NM	1	\$1,150.00
				CDR								
N 23	WCAU	10/22/12	10/22/12	7P-730P M-F	7P-730P M-F	M-----	:30	1	\$1,150.00	NM	1	\$1,150.00
				CDR								
N 24	WCAU	10/22/12	10/22/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	:30	1	\$2,400.00	NM	1	\$2,400.00
				CDR								
N 25	WCAU	10/22/12	10/22/12	8-10P MO THE VOICE	8P-10P	M-----	:30	1	\$7,000.00	NM	1	\$7,000.00
				LUR								
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	WCAU	10/22/12-10/22/12	8-10P MO THE VOICE	8P-10P	M-----	:30		\$7,000.00	NM		
				See MG 25.2								
				PREEMPT-PROGRAM CHANGE								
	2	WCAU	10/22/12-10/22/12	8-9P MON THE VOICE	8P-9P	M-----	:30		\$7,000.00	NM		
				(M) MG for 25.1 10/22								

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10/16/12 - 10/22/12	Political	

Advertiser	Original Date / Revision
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Amount	
N 26	WCAU	10/22/12	10/22/12	630-7p Nightly News	630-7p	M-----	:30	1	\$1,200.00	NM	1	\$1,200.00	
	LUR												
N 27	WCAU	10/22/12	10/22/12	9-11P PRESIDENT.DEBATE 9P-11P		M-----	:30	1	\$4,500.00	NM	1	\$4,500.00	
	LUR												
Totals											68	\$77,375.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	68	\$77,375.00	\$65,768.75
Totals	68	\$77,375.00	\$65,768.75

Signature: _____ **Date:** _____

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